



SPECIES CONSERVATION HABITAT (SCH) NEW RIVER WEST COMMUNITY WORKSHOP IMPLEMENTATION STRATEGY

November 2018

BACKGROUND

- Starting in early 2018, the Engagement Committee has worked with the State to expand outreach efforts to include the input of local environmental justice communities in the early planning stages for Salton Sea Management Program (SSMP) projects. As part of this effort, the Committee is working with the State to refine the approach, format, and outreach strategy for community workshops beginning with SCH New River West project.

GOALS & OBJECTIVES

- Help provide the public with a broad understanding of the Salton Sea Management Program; primary goals, benefits, funding and current status.
- Present the SCH/NRW project, specifically detailing the goals, timeline and possibility for the State to incorporate recreational opportunities that help meet community needs and priorities.
- Facilitate an initial discussion to gather feedback on the project and identify recreational amenities that could benefit community public health and quality of life.
- Establish a process for the State to involve the public throughout the process, collaborating on including desired recreational amenities in the design of the SCH/NRW project.
- Establish best practices and methods that the State can utilize in exploring recreational opportunities with other SSMP projects.

WORKSHOP APPROACH

5:30 – 5:45pm: Open House

Attendees sign-in, enjoy refreshments, review handouts and posters

5:45 – 5:50pm: Welcome

Introductions, meeting goals and overview

5:50 – 6:15pm: Presentation on SCH NRW

- *Overview of SSMP (primary goals, benefits, funding, status)*
- *SCH NRW Project (key features, footprint, process/timeline, etc.)*
- *Opportunities for Recreational Amenities (to be based on community needs; share parameters with examples to stimulate brainstorming)*
- *Expectations & Process (participatory decision-making & budgeting)*

6:15 – 6:30pm: Questions

Brief clarifying questions about the project and process

6:30 – 7:15pm: Small Group Discussions and Debrief

Facilitator will explain and run through the questionnaire with attendees. Attendees will then meet in small groups (of ~6-10 each) to go through the questionnaire and discuss responses in small groups. Each small group will have a facilitator and note-taker. The large group will convene for a 5-10 minutes to discuss highlights from the small groups.

7:15 – 7:30pm: Next Steps

How/when will we follow up with the community.

Workshop survey

Adjourn

QUESTIONNAIRE (sample questions for discussion)

1. How do you view the Salton Sea today? What impact does it have on you or your community?
2. When was the last time you visited the Salton Sea and what did you do there?
3. What do you see as the biggest needs in the community, when it comes to public health, recreation or quality of life?
4. Could any of these be addressed by the State's Salton Sea projects? How?
5. Is there anything specific the State could include in its projects that would make it easier or more appealing for you or your family to visit or recreate at the Sea? (Bathrooms, picnic tables, shade, walking paths, etc.) Please describe.
6. Are there other types of recreation you'd like to see at the Sea that could benefit you, your family and/or community?

COMMUNICATIONS MATERIALS (in English and Spanish; lots of visuals/photos; minimize unnecessary text and jargon/bureaucratic/overly technical terms)

- Posters
 - SSMP Map of Projects
 - SCH & NRW Exhibits (Maps)
 - Photos of New River and example of wetlands/ponds and waterless techniques
 - Recreational Amenities (photos or icons)
- SSMP Executive Summary Handout
- SCH NRW Factsheet
- COEE Book
- Questionnaire on Recreational Amenities & Community Priorities
- Workshop Survey

WORKSHOP LOGISTICS

- **Proposed Meeting Location:** Imperial County CalWorks Community Room, 2895 S. 4th Street, El Centro, CA 92243
 - **Room capacity:** 50
- **Date:** Thursday, December 13, 2018 (other available dates are Dec. 10 & 11)
- **Time:** 5:30pm to 7:30pm
- Outreach team will bring laptop, projector and audio system.
- Beverages & snacks will be provided.
- Translation services as well as translated copies of the presentation and materials will be provided.

OUTREACH & PROMOTION

- A bilingual informative flyer and possibly the questionnaire will be utilized by the outreach team to help explain and prep the public on the NRW/SCH project, the purpose of the workshop, and the specific kind of feedback the State is looking to receive.
- The outreach team will consist of state consultants (BRC and CCV) along with engagement committee volunteers.
- Methods for outreach & promotion may include:
 - SSMP Listserv email blast(s)
 - Social Media Promotion (utilizing COEE primarily w/ ads & shares from other organizations)
 - Community Event Exhibit Booths (COEE)
 - Flyer distribution at major points of interest and possible canvassing door to door in residential neighborhoods
 - Outreach to County, City, Public Agency, Health, Chamber, Academic, Religious and other organizations to share information to their constituencies
 - Public Notice to local media and/or Press Release

EJ Engagement – develop list of stakeholders and directly reach out via phone, email and/or in person meeting if possible. Promotores – do we have contacts and how can we enlist their support?

IMPLEMENTATION TIMELINE

- Present Plan & Materials to Engagement Committee – Nov. 13
- Finalize Plan & Materials – Nov. 16
- Launch Outreach & Promotion – Nov. 19
- Workshop – Dec. 13 (Pending Date Confirmation)